



City Administrator's Report

March 2008

Dear Reader,

Each month, this report from the City Administrator's Office provides a brief summary and update of major activities, events, projects, and programs that impact the Santa Barbara community. Feel free to send me your comments and suggestions.

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Key Meetings

City Council Meetings

Tuesday, March 11, 18, 25 and April 1, City Hall Council Chambers, 735 Anacapa Street, 2 p.m.

Youth Violence Worksession

Tuesday, March 11, David Gebhard
Public Meeting Room, 630 Garden Street, 9 a.m.

Joint Semi-Annual Council/Planning Commission Meeting

Thursday, March 27, David Gebhard
Public Meeting Room, 2 p.m.

Special Planning Commission Meeting/ Development Trends Worksession

Monday, April 7, Central Library Faulkner Gallery, 40 East Anapamu Street, 3:30 p.m.
For more information, go to www.youplansb.org.

Plan Santa Barbara Development Trend Public Workshop #1

Saturday, April 19, Central Library Faulkner Gallery, 40 East Anapamu Street, 9 a.m. to Noon. For more information, go to www.youplansb.org.

Plan Santa Barbara Development Trend Public Workshop #2

Wednesday, April 23, Central Library Faulkner Gallery, 40 East Anapamu Street, 6 to 9 p.m. For more information, go to www.youplansb.org.

Community Events

“Eggstravaganza 2008”

Saturday, March 22, Chase Palm Park, 10 a.m. Hosted by Parks and Recreation Department, City Firefighters, Police Officer Association, and Police Activities League.

Flags on State Street: www.santabarbaradowntown.com

Santa Barbara Symphony March 10 – March 21

Red Cross March 21 – March 31

Child Abuse Listening and Meditation March 31 – April 11

City Administrator's Office

Faulkner Gallery Ready for Its Close-Up. City TV staff and contractors recently completed the audio and video connections from City Hall to the gallery. Public meetings, forums and workshops, training sessions and special events now have the possibility of being televised live from the Faulkner on Channel 18.

What's Going on Inside Santa Barbara? *Inside Santa Barbara* is a monthly, award-winning newsmagazine show produced by City TV Channel 18. In March's episode of *Inside Santa Barbara*, City TV begins a special series on Plan Santa Barbara. Viewers will learn about the Plan Santa Barbara process, which is about updating the City's General Plan policies to guide growth and development over the next 20 years. Also, *Inside Santa Barbara* goes to a local school and learns how it is making the grade when it comes to recycling. In this episode, City TV crosses the bridges along lower Mission Creek and finds out why they are being replaced. Finally, learn about why the City Parks and Recreation Department and the Santa Barbara School District are teaming up to encourage positive youth activities after school.

You can watch *Inside Santa Barbara* on the following days and times: Monday at 8 and 8:30 p.m.; Tuesday at 5 and 5:30 p.m., Wednesday at 6:30 p.m., Saturday at 9 and 9:30 p.m., and Sunday at 10:30 and 11 p.m. This episode will rebroadcast during the entire month of March. You can also watch the show online at www.citytv18.com.

Administrative Services Department

Human Resources Decreases Paper Use. March 31st will mark the one-year anniversary of the City's implementation of its online application database, NEOGOV. NEOGOV has proven to be successful in achieving two of its primary objectives: to increase applications by providing a more user-friendly, online application and to significantly reduce the consumption of paper which was previously required in the paper application process. Since going live with NEOGOV in March, the City has received 3,881 applications for regular positions. By comparison, 2,464 applications for regular positions were received a year ago, before NEOGOV was implemented. That is a 58% increase in applications.

Airport Department

2007 Passenger Count Dips Slightly. Close to 820,000 passengers arrived and departed at Santa Barbara Airport (SBA) last year, 4% below the previous year which holds the record for the highest passenger count. The most popular routes were United Express flights to Denver and American Eagle flights to Dallas/Fort Worth, followed by Horizon Air to Seattle. The number of airline flights, and therefore passengers, was reduced last year due to intermittent night closures of the airfield to accommodate the completion of safety construction projects.

Rental Car Quick-Turn-Around Facility Relocation. The Quick-Turn-Around (QTA) rental car facility will move from Airline Terminal premises to a 3.4 acre site located at 25 David Love Place in the fall of 2009. It will serve the function for vehicle fueling, minor repair service, washing and storage. The Project has received Planning Commission and Architectural Board of Review approval, and a building permit application was submitted in December. There are plans to include solar photovoltaic panels on the building roof and in the car storage lot. The total rental car project cost is \$5.5 million using customer facility charge revenue.

FlySBA.com Attracts Record Number of Visits. In January, 31,618 visits were logged on the Airport's website representing over 450,000 hits. The visits averaged about 1,020 per day – a 14% increase over the same month last year. The Airport's General Information Guide was downloaded more than 1,500 times during the month.

Local Students Make the Grade. Four-hundred and fifty students from nine local elementary schools representing three districts received guided tours at the Santa Barbara Airport in January. Most tours included a stop at Fire Station 8 and at the adjacent private aircraft parking ramp. Airport tours focus on the math and science curriculum particular to each grade level; for instance, fourth graders learn about weather for pilots. Each year over 5,000 students are able to take Airport Tours and receive aviation education information.

Community Development Department

Be a Part of Plan Santa Barbara. Plan Santa Barbara is the process to update the General Plan policies that guide growth and development in the City over the next 20 years. Existing City policies on housing, non-residential development, community design, transportation, and sustainability will be reviewed in an extensive public process to identify refinements and new policies.

On January 20th, a Community Forum was held on Healthy Communities and featured Dr. Richard Jackson, MD, MPH, former director of the Centers for Disease Control and Prevention's National Center for Environmental Health. The forum looked at connections of urban form, transportation, open space, air quality, and nutrition issues with community health. The video of the forum can be viewed on-line at www.youplansb.org.

On February 26th, City Council approved the next phases for Plan Santa Barbara, which include:
1) Development Trends Report, Planning Commission work session, and two public workshops

in April to look at development trends over the past twenty years, and what might happen if those trends continue over the next 20 years

2) Policy Options Report and two public workshops for community discussion

3) Draft Policy Preferences Report for Planning Commission review and Council approval. City Council also approved a contract for an environmental consulting team to prepare the Environmental Impact Report and transportation modeling for Plan Santa Barbara. The next phase in 2009 will include public review of the Draft Plan and Draft EIR, adoption of a General Plan Amendment and Housing Element, and continued work on the Land Use Element update.

The City of Santa Barbara encourages participation at every stage of the process. Look for the upcoming schedule and Development Trends report in the near future on the Plan Santa Barbara website, www.youplansb.org.

Planning Commission Update. The Planning Commission will meet on March 13th & 20th. There will also be a joint meeting with City Council on March 27th. Here are some of items tentatively scheduled to be heard in March:

On March 13th, the Commission is scheduled to consider a project at 1298 Coast Village Road to replace a gas station with a mixed-use project containing 5,000 square feet of commercial space and eight condominium units.

On March 20th, the Commission is scheduled to consider Radio Square, a project at 210 West Carrillo Street, that proposes to replace the existing 18,500 square feet of commercial center with a new mixed-use two- and three-story project with 12,500 square feet of commercial space and 32 residential units (including six affordable units) and two levels of underground parking.

On March 27th, the Planning Commission and City Council will hold their semi-annual joint meeting.

Finance Department

January Transient Occupancy Tax up 2.1%: Although a modest increase, this is an improvement over the last two months which saw year-over-year declines. The fiscal year-to-date growth now stands at exactly 2% which is right in line with our revised estimate for this fiscal year.

City of Santa Barbara								
TRANSIENT OCCUPANCY TAXES								
Month	FY 2005	Change from Prior Year	FY 2006	Change from Prior Year	FY 2007	Change from Prior Year	FY 2008	Change from Prior Year
July	\$ 1,301,652	8.6%	\$ 1,477,789	13.5%	\$ 1,556,439	5.3%	\$ 1,613,163	3.6%
Aug	1,357,717	0.6%	1,504,589	10.8%	1,591,998	5.8%	1,645,684	3.4%
Sept	931,244	5.0%	1,109,428	19.1%	1,196,533	7.9%	1,218,695	1.9%
Oct	914,718	5.9%	963,261	5.3%	1,051,043	9.1%	1,075,341	2.3%
Nov	721,982	3.6%	809,684	12.1%	887,047	9.6%	870,754	-1.8%
Dec	575,075	4.0%	671,965	16.8%	669,540	-0.4%	669,133	-0.1%
Jan	606,484	3.7%	661,507	9.1%	677,428	2.4%	691,657	2.1%
Feb	699,349	-0.6%	738,532	5.6%	758,041	2.6%		
Mar	872,554	11.5%	855,597	-1.9%	953,927	11.5%		
April	941,281	7.5%	1,000,696	6.3%	1,046,772	4.6%		
May	1,001,438	11.8%	1,015,349	1.4%	1,052,582	3.7%		
June	1,158,018	18.9%	1,223,974	5.7%	1,249,817	2.1%		
FY Total	\$ 11,081,510	6.9%	\$ 12,032,372	8.6%	\$ 12,691,167	5.5%	\$ 7,784,427	2.0%
Budget	\$ 10,684,900		\$ 11,504,200		\$ 12,630,600		\$ 13,581,500	
Includes only the 10% unrestricted TOT revenues. Beginning in January 2001, an additional 2% is credited to Creeks/Clean Water (Measure B).								

Finance Committee Meetings. Starting March 25th, the Finance Committee meetings will be videotaped and replayed on City TV Channel 18. In addition, the Finance Committee meetings will start at 12:30 p.m. and will be held at the David Gebhard Public Meeting Room at 630 Garden Street. Check the City TV broadcast schedule on www.citytv18.com for replay dates.

Fire Department

Movin' On Up. The Fire Department Administration Division, Prevention Bureau, Training, Public Education, and Office of Emergency Services have moved to 925 De la Vina Street.

This re-location is in preparation for the Fire Station I seismic retrofit and remodel that is scheduled to begin this summer. The fire apparatus and on-duty shift personnel will be staying at Station I during the construction. Some of the individual employee phone numbers have changed but the main Station 1 phone number remains the same (805)965-5254.

Deputy Fire Chief Promotion. Don Levasheff has been appointed to the position of Deputy Fire Chief. The appointment will begin on March 17th and will involve a "shadowing" training period until Deputy Chief Vaughn retires on May 22nd, at which time Deputy Chief Vaughn will "step down" as the second in command of the department.

As a 30-year veteran of the Fire Department, Chief Levasheff brings a wealth of operational experience, including significant training and mentoring skills. He has served as a Captain, supervising engine company, truck company and Aircraft Rescue – Firefighting Crews for the past 16 years. Don has also served as an acting Battalion Chief for over five years. Don's

enthusiasm, institutional knowledge and interest in helping shape the future of our organization will be an excellent addition to our management team.

New Technology. Fire Engines are now equipped with Mobile Data Computers (MDC's). With the last installation recently completed, the Fire Department will now have MDC's in each frontline and reserve fire apparatus. These on-board computers serve several functions. Utilizing the touch screen monitor; firefighters can instantly update their status ("responding," "on-scene," "in-service," etc.) which saves data entry time for our dispatchers who previously had to enter all these vehicle movements manually. Response maps that are instantly available include aerial photographs and hydrant locations. Responding firefighters also now have instant access to 9-1-1 caller information, as well as specifics of a medical injury, exact location of a fire within a building, and building access information.

Future applications planned for the MDC's include accessing the Department's fire inspection database for commercial buildings; floor plan and site plans for complexes. Both the Police and Fire Departments have spent many hours on the timely completion of this project, which interfaces with the new computer-aided dispatch system in the City's Combined Communication Center at the Police Department.

Library Department

Experts Talk Business. The Library continues to form partnerships with local organizations to enhance its service to the community. In April, SCORE (Service Corps of Retired Executives) will begin a series of workshops in the Central Santa Barbara Public Library for anyone interested in starting a small business. The first workshop, on April 17th, will focus on developing a business plan. The Library will provide the facilities, support and promotion in conjunction with the SCORE volunteers, and will supplement the workshop information with business-oriented books, online databases and reference assistance.

Community Reading Program. The Santa Barbara Reads / UCSB Reads partnership held five community conversations in the libraries in February to discuss the book, *The Travels of a T-Shirt in the Global Economy*, by Georgetown University professor, Pietra Rivoli. Speakers on the panels included Mayor Blum, professors from UCSB's Global and International Studies Program, Sociology, Chicano Studies, Economics, Geography, Political Science, Communication, and Environmental Studies departments and Donald Bren School of Environmental Science, as well as the Santa Barbara City College Director of International and Global Studies, the Social Responsibility Manager from the Patagonia Company, and a Solvang business owner. There were approximately 195 participants who attended the events and 150 copies of the paperback book have been in circulation since early January, with a combined check-out of approximately 800 to date.

Art Museum and Library. The Beatrix Potter Society of London will hold its annual meeting at the Central Library, and on March 16th will have members read from *Peter Rabbit* and other Beatrix Potter books in the Faulkner Gallery from 1 to 4 p.m. This event is held in conjunction with the Santa Barbara Museum of Art's opening weekend of the exhibit of original children's book illustrations, some of them collected by Friends of the Santa Barbara Public Library's past president, Zora Charles. Hop on the lily pad trail between the Museum and Library during the event.

Parks and Recreation Department

Easter Bunny Comes to “Eggstravaganza.” Thanks to the coordinated efforts of the Parks and Recreation Department, Firefighters, Police Officers Association, and Police Activities League, “Eggstravaganza” 2008 will delight hundreds of children who will hunt for chocolate eggs on the Great Meadow at Chase Palm Park on Saturday, March 22nd at 10 a.m. The Police Officers and Fire Fighters Associations will bring a fire truck, give tours and pass out hats and stickers. High school volunteers wanting to earn community service credit should be at Casa las Palmas, 323 East Cabrillo Boulevard at 8:15 a.m. for an 8:30 a.m. orientation. For information please contact 564-5495.

Springing to Spring Break Camps. The Parks and Recreation Department is offering a number of affordable and convenient half and full day camps for kids from ages 4 to 14 during the weeks of March 24th to April 4th. Camps and clinics include the full-day Great Escape Camp, skateboarding, girls’ softball, soccer, Run and Rally, ceramics, Art from the Heart and ballet camps. Teen Programs has a trip to see the Lakers vs. the Spurs on Sunday, April 13th and a trip to Magic Mountain on Saturday, March 29th. For a complete description of these activities and to register, go to www.sbparksandrecreation.com or call 564-5418.

Introducing the Spring and Summer Activity Guide. The new *Parks and Recreation Activity Guide* will be available at all the Parks and Recreation Department office locations and online beginning March 10th. In addition, the Guide is delivered to all City of Santa Barbara residents and is delivered via the *Valley Voice* to Goleta residents. This guide is particularly popular as it features the many summer camps and sports clinics offered throughout the summer. Again this year, all summer camps and clinics may be registered for at any time starting March 10th with the exception of Junior Guards. Registration for the Junior Guard program is Saturday, April 19th from 8 to 9:30 a.m. either online using eRecreation or in person at the Cabrillo Pavilion Bathhouse. For more information, please call 564-5418.

Teen Programs Wins Award. Youth involvement in the creation, evolution, design and execution of the Twelve35 Teen Center won the California Park and Recreation Society (CPRS) District VIII Recreation and Community Program Award for Youth Development. The Teen Center project was a youth-led, community-wide effort which culminated in many positive changes for both the City’s youth and the population at large.

Twelve35 Teen Center Celebrates One Year Anniversary. It’s official! The Twelve35 Teen Center at 1235 Chapala Street has been open for an entire year. In honor of its first birthday, Teen Programs is holding a week-long Anniversary Celebration:

On Monday, March 17th, there will be an Open House. Tour the Teen center then stay and play. Free memberships, free Ice Cream sundaes and more!

On Tuesday, March 18th, rock out in our Guitar Hero Tournament. On Wednesday, March 19th, there will be a Lowrider Bike Show featuring The Don Riders and Swing Dance with Derrick Curtis. On Thursday, March 20th, Teen Art Show and Art Wall Contest.

On Friday, March 21st, join the Twelve35 Party with DJs and live performances by C-Wrek and J. Dawg. Raffles all night! Karaoke lounge! Movies in the lot and more! Earn raffle tickets all

week to win prizes on Friday night! Prizes include movie passes, gift cards, Lakers tickets, Magic Mountain Trip, and an iPod! For more information call the Teen Center at 882-1235.

Shoreline Park Landslide Update. The landslide area at Shoreline Park has shown significant movement recently and further activity is anticipated. The landslide area and steps to the beach remain fenced and are monitored daily. The Parks and Recreation Department has implemented public safety measures and has been working closely with Frank Kenton, Certified Engineering Geologist. Mr. Kenton has conducted two field visits to the landslide to help the City determine public safety measures as well as to outline options to further assess the geologic conditions at the park. A key recommendation is to conduct detailed geologic mapping to determine the extent to which the landslide may extend laterally. Parks and Recreation is currently developing a scope of work to include general mapping of the cliff area along the entire park and detailed mapping of the slide area (from the restroom to the steps), as well as the bluff around MacGillivray Point. Detailed maps may be prepared for other areas such as Leadbetter Point. Immediate and long-term park management options will be identified. Park signage will be updated to inform park users about the geologic study and mapping. A neighborhood meeting will be held on Monday, March 24th at 6 p.m. at Shoreline Park.

Arbor Day Celebrated This Month. The City of Santa Barbara has been designated a "Tree City USA" for 28 years by the National Arbor Day Foundation. Arbor Day observances will be held during the week of March 7th. Locally, Arbor Day observances will be held at seven local grade school campuses. This spring, Santa Barbara is celebrating 106 years of City Parks, providing stewardship of trees, parks and open space. The Parks and Recreation Department acknowledges Santa Barbara Beautiful's significant contribution to our urban forest through the planting of over 11,000 street trees in the past 42 years.

On the Job. Service Employment Redevelopment (SER), Jobs for Progress, Inc., is a non-profit organization that addresses the education, employment and economic needs of "most in need" and "hard to serve" youth populations across America. SER Santa Barbara's mission is to improve the academic and employment skills of Santa Barbara County youth to improve their chances for a successful and productive future. Their goal is to increase employment, job retention and earnings by developing the work/career potential of youth. Their Youth Program is a blend of youth development and employment training activities, based on a year-round schedule addressing individual specific needs. SER partners with local businesses, municipalities, schools and community-based organizations, such as the City of Santa Barbara Housing Authority, City of Santa Barbara's Parks and Recreation Department, Santa Barbara Regional Chamber of Commerce, and Santa Barbara Community College. SER is looking for local businesses that can provide youth with an opportunity to learn valuable skills closely linked to the local labor market and that would be mutually beneficial. Youth obtain needed work experience and earn extra cash, while the business obtains additional staff at no cost. For more information on how you can help, please call SER at 966-7843 or e-mail ser.jobsforprogress@gmail.com.

Police Department

Police Activities League Busy in February. The Police Department's Police Activities League (PAL) offers a variety of programs for youth. The following are events were held during February:

PAL Sports. On the weekend of February 15th-17th, the Inglewood Police Activities League sponsored a soccer tournament and the Santa Barbara Police Department took their 14 year-old and under boys soccer team to the tournament. The boys placed third out of eight teams! That same weekend, the Santa Monica Police Activities League sponsored a basketball tournament. The Santa Barbara Police Department participated with three boys teams. The high school aged boys took fourth place. The fourteen and under boys came in third and the twelve and under boys came in second place.

PAL Leadership. The Santa Barbara Police Department's PAL program has a leadership group which consists of youth in the PAL program. The weekend of February 29th – March 2nd the department took nine of those teens to Boreal Mountain Snowboarding in Truckee, California. They were all given a half day snowboarding lesson and then hit the bunny slopes. It was the first time any of these teens had been snowboarding.

PAL Art. The Santa Barbara Police Department PAL program works closely with the Santa Barbara Museum of Art. PAL pays for fifty 5th and 6th graders to attend a ten week art course. At the end of each course, the museum displays the children's art for the children's families and the public to view. Over 3,000 guests attended the viewing.

Public Works Department

Mission to Ride. Mission Street at Highway 101 is one of the City of Santa Barbara's busiest transportation routes. This route is used heavily by automobiles and bicycles alike. This new project will modify the 400 – 600 block of West Mission Street to allow the installation of a Class II Bicycle Lane. These 1500 linear feet on both sides of Mission Street will connect the east and west sides of the City's existing Bicycle Corridors.

The work under this project includes constructing new retaining walls to allow the expansion of the existing bicycle lane by moving sidewalks, curbs, gutters, and bicycle lanes. Street lighting and traffic signals will be modified.

Thirty percent of this project's approximate \$2.9 million is being provided by a Caltrans grant. Lash Construction of Santa Barbara was awarded the contract by City Council with a low bid of \$2,073,645.

The construction on this project is anticipated to start in April 2008 and continue for six months, finishing in the fall of 2008. Part of the project includes a public outreach effort to inform residents and users of continuing project progress.

Waterfront Department

More Sea Foam and Less Styrofoam. The Waterfront Department manages the leases for ten restaurant tenants with a wide variety of cuisine, ranging from Deli Sushi Go-Go and Minnow Cafe to the Harbor Restaurant, Brophy Brothers, Chuck's and Moby Dick. Recently, the Department embarked on a program to encourage its restaurant operators and other food

service tenants to discontinue the use of Styrofoam packaging in their operations. Staff provided samples of paper cups and cane fiber 'clamshell' packaging, along with vendor contacts and pricing, to help the businesses to make the 'green' choice.

Eight Waterfront restaurants have already eliminated Styrofoam, while two others needed more encouragement since Styrofoam is cheaper than alternative products. However, the last two Waterfront restaurants are now in the process of switching to more environmentally-friendly products as their current Styrofoam inventory runs out.

Business owners are reporting positive feedback from the public and other benefits. For example, a popular carry-out business was pleasantly surprised by the fact that paper cups take up a fraction of storage space compared to the Styrofoam equivalents. Sea Landing had already switched to reusable plate ware on its Channel Islands charter boats, resulting in enough reduction in waste that the company was able to remove trash compactors from its vessels.

Clearly, most food service businesses are voluntarily moving away from using Styrofoam packaging. With a little encouragement, the Waterfront Department hopes that more local, environmentally-conscious businesses will do the same!